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February 2014

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*Guidelines
Internation@I*

Message from the President

Dear Members and Colleagues,

Welcome in the New Year! Welcome, and best wishes for any later celebrations around the world due to calendar and traditions! May I wish to all of you:

**PEACE AND HAPPINESS...
SUCCESS AND FUN...
HEALTH AND LOVE...
MUSIC AND HARMONY –
ALL SHOULD ACCOMPANY
YOU IN 2014!**

The upcoming International Tourist Guide Day will see many of us working intensively to promote our profession. It might be that you prefer a weekend or another date. What is important: only in large numbers we can impress governments, tourism partners and others! Please, follow the lead and let us know your ideas no later than 10 February.

I have made provisions to get the various programmes into international tourism newsletters. In order to get that done I ask you to:

send us a brief description of your plans – maximum 3000 letters
plus
a correct working link for interested guests to access and prepare their participation.

All of your programmes will be put on our website; included by ICTP, UNWTO information and others – so let's start to work together!

The Training Committee had a hard time in losing contact with its Administrator in India but it was partly taken over by President Felicitas and Secretary Esther, thus functioning quite well. The latest training news (see also Wilja Siebe and Maria Aristidou reports):

Ivana Curuvija (Serbia) and Hourii Nazaretian (Armenia) accepted the chance to go to Tehran and work with 25 participants on the shortest possible notice: 5 days! Although airline staff did hinder the timely

arrival of one of our Trainers, the Iranians proved a very welcoming host and the participants of both our member associations an interested and active group. The setting – how else for this oldest of European cultures – marvellous. We will see more qualified colleagues in future visits to the sites in Iran! You might want to visit on your own – but then do let us know your experiences!

The Cyprus course was an intriguing demand this year: we had enough support to work it with fewer participants than ever before, because it sponsored Ethiopia in addition to other countries, and getting UNESCO-trained personnel to higher standards. It proved quite a success and many thanks to all who contributed!

With nearby Singapore starting a new set of training courses for their own guides, the Sabah course in Malaysia did not happen in 2013: too many distractions. It is scheduled for this coming April, when new areas will be developed and attractive sponsorship will lead applicants to come. Read more on our website: www.wftga.org/training

Actually our Area Representative will be visiting some neighbouring countries. It would be nice to extend your hospitality to Roger Rajah on tour in Hong Kong, Indonesia, Macau, Singapore, Thailand, Vietnam and other neighbours.

Almost at the same time, you might receive former President OBE Ros Newlands with her husband Phil on private discovery in very much the same area. Past President Ros has become the specialist for our media section, helping with creativity and renewing our international contacts and updates with the latest news. I do hope you enjoy the more vivid Facebook interventions! And within a short time you will be able to read her contribution within the "International Handbook on Tourism and Peace", edited by the Klagenfurt University for Peace in Southern Austria; we will follow up...

Silk Road has finally got the "go" on training courses across borders, the concept developed with UNESCO and UNWTO together with WFTGA programmes will create the theoretical background for reviving the idea of regional cohesion between tradition and legacy. While presenting at a Strategy Workshop in Kazakhstan, Felicitas Wressnig introduced the fascinating world of a trained tourist guide and got a remarkable reaction by pointing out the heavy chandelier which nobody had noticed until that moment: was it the material, the location, the reflection of the light, the design or danger? ... suddenly all looked up: "you see only what you know".

Among the many exciting programs of appeal to our members everywhere, the Prague Convention will also certainly be the place to talk about area specifics and "Green Cards" for guides in the EU, meaning guiding (?) across borders and commenting anywhere without any area-specific permit, but yes, a qualification.

Panellists are invited to discuss the role of the tourist guide worldwide. Your active participation is expected for development. The January 2015 WFTGA International Tourist Guide Convention in Prague details will be available very soon at www.wftga2015.org where you may also register for the convention.

Most of you have new ExBo/ExCo in their associations. Please make sure we have your correct address. So many emails bounce back to us because of incorrect addresses, and then your members do not get information! Let us know your happenings, events, developments – otherwise we cannot help you promote the profession of tourist guiding in your area, nor provide positive effects for potential income and reception.

Felicitas Wressnig

VISIT TO ARGENTINA



The scholarship recipient for Macau, Nadia Mele, took the time to guide and receive President Felicitas Wressnig on a private visit to Buenos Aires in November 2013.

Guidelines Internation@l is produced by WFTGA two to four times a year.

The deadline for the next issue is **9 March 2014**.

Please send words and pictures (ideally 300 ppi) to: wftgaguidelines@gmail.com

Please send text without any formatting and name photos so that they are easy to link to text files

For the next issue, we particularly welcome reports and photos from International Tourist Guide Day.

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Editor: Tina Engström

WFTGA PARTNERSHIPS

WFTGA is happy to be in partnership with a number of world-renowned organisations. With this issue of Guidelines we introduce you to some and you will meet others in upcoming issues.

United Nations Educational, Scientific and Cultural Organization (UNESCO)

A partnership with UNESCO provides a means of information and cooperation on various levels. In turn, we support the UNESCO Heritage Projects and perform training courses like the ones in Ethiopia and India. As a member/partner of UNESCO we have already profited from the services of high ranking keynote speakers, such as Mr Hervé Barré, Programme Specialist in Sustainable Tourism for our Tallinn, Estonia convention.

www.unesco.org

United Nations World Tourism Organization (UNWTO)

As Affiliate Member to UNWTO we are since three years developing, in a combined effort with UNESCO, a project on International

Corridors along the Silk Road. While participating in related meetings, we have made invaluable contacts and gained more members for WFTGA around the world.

We endorse the UNWTO Code of Ethics which protects regional development and individual business. In our Macau Conference we had the pleasure to hear Director for International Relations Marcio Favilla de Paula talk about BRICS countries. President Felicitas Wressnig later met with him at FITUR in Madrid during the UNWTO Affiliate Members' Meeting January 2014 (see front cover).

www.unwto.org

World Travel Market (WTM)

Our partnership with WTM permits all of our members free access to the famous London travel fair, which will take place this year 3-6 November. WFTGA acquires beneficial exposure during the show and throughout the year. The 2014 partnership proposal can be found here: www.wtmlondon.com/files/wtm2014_association_proposal.pdf

Cyprus Tourist Guides in action!



Photo: ©CTGA

Last October, members of Cyprus Tourist Guide Association organised a "cleanup expedition" in cooperation with the Germasogeia Municipality. This initiative is a result of close cooperation between CTGA and the Germasogeia Municipality authorities aiming at awareness to protect nature and the promotion of weekly hiking tours/excursions organised by the Municipality and funded by offering these free of charge to foreign visitors/holiday makers and to local tourists. *Maria Aristidou*

Training in Cyprus

Cyprus training November 2013

This was mainly a Train the Trainer Course, with one participant doing the Hands on Tourist Guiding without following to trainer status.

Participants came from many countries, e.g. Austria, Cyprus, Czech Republic and Ethiopia. All participants passed and have received their Certificates!

The WFTGA Lead International Trainer was Viola Lewis. Our Cyprus Course Representative was Maria Aristidou, the Course Administrator was Georgia Constanti – and with the voluntarily offered help of Titina Loizidou and the complete Cypriot Tourist Guide Association all worked very hard to make it the great success that it was!

Cyprus International Training Centre

The WFTGA, aiming at promoting international standards for professional Tourist Guide and Tourist Guide Trainer training worldwide, founded in 2005 its first Training Centre in Cyprus.

The Center was established in collaboration with the University of Cyprus, specifically the Centre of Continuing Assessment and Education, together with the Archaeological Research Unit. Main sponsors are the Cyprus Tourism Board and *The A.G. Leventis Foundation*.

Together with WFTGA, this International Training Centre has to date successfully trained over 110 participants from the

following countries: Abu Dhabi, Albania, Armenia, Australia, Austria, Cyprus, Czech Republic, Dubai, Egypt, Ethiopia, Greece, India, Jamaica, Jordan, Malaysia, Malta, Mauritius, Saudi Arabia, Serbia, Singapore, South Africa, Sweden, Thailand, the Netherlands, Ukraine, United Arab Emirates, UK, USA and Uruguay.

This list shows best the impetus our standards have around the world and we want to enlarge this professionalism through additional centres, like Malaysia and Armenia. Our efforts now concentrate to carry out the course in Universiti Malaysia Sabah this coming April. ExBo and all colleagues wish them a successful performance!



Happy participants and trainers enjoy the company of their Cypriot colleagues at the Welcome Cocktail hosted by Maria Aristidou, Cyprus ITC Representative and Coordinator, at the venue hotel Crown Inn in Nicosia (photo from the Cy ITC archives)

Training in Iran

For quite a long period, contact with Iran members was on a very low profile. In the later part of 2013, contact was picked up again from the Iran side. The WFTGA Training Division received an email in mid-October with enquiries about WFTGA Practical Skills training courses. Many emails were exchanged between October and December when we suddenly received the assignment to deliver a Hands on Tourist Guiding Course in Tehran.

This became a real challenge because our client wanted to have the Training Course to start on 15 December.

But nothing is impossible! As the WFTGA Training Division, we have really proved our professionalism as our client stated later. With the joint efforts and professionalism of everyone involved, like the appointed Lead International Trainer Ivana Curuvija and International Trainer Hourri Nazaretian, together with the excellent collaboration from the team in Tehran, we succeeded in setting up a Training Course Programme.

The greatest challenge was the arrangement of visas, especially for our International Trainer who encountered a real set-back at the Air-

port where she was refused boarding the plane. With the great help of our client in Tehran and the persistence and creativity of Hourri Nazaretian, they succeeded finally within 24 hours to arrange another visa, which was accepted. Thanks to all involved!

The trainers were amazed by the enthusiasm and high motivation of participants who were all eager to learn. We have now created a strong foothold in Iran for WFTGA Training Courses to be held in the near future.

Wilja Siebe
WFTGA Head of Training



Photo: ©Ata Faghihi Mohaddess

Participants in front of the National Museum of Iran (above) and the Golestan Palace (right)



Photo: ©Ara Haghnazaryan

Training in Ukraine

Our WFTGA Lead International Trainer Iris Barry has been active in the Crimea delivering WFTGA Accredited Training Courses for quite a long time.

In November and December 2013, Hands on Tourist Guiding courses, as well as Train the Trainer courses, were delivered in Simferopol and Yalta. Iris Barry and WFTGA International Trainer Gennadiy Chudnovets conducted these training courses.

Iris led the English-spoken courses and Gennadiy did the Russian-spoken courses.

These Training Courses are part of an EU Project called The Crimean Tourism Diversification and Support Project. The Crimean Ministry of Health Resorts and Tourism is in great support of these courses too.

Wilja Siebe
WFTGA Head of Training

Other recent and upcoming WFTGA Training Courses:

January 2014 Crete (Greek)

February 2014 Athens (Greek)

April 2014 Sabah International Training Centre

Hands on Tourist Guiding plus Train the Trainer Courses (English)



The 12 participants of the Hands on Tourist Guiding came from Yalta, Sevastopol, Kerch, Alushta, Simferopol and Evpatoria. Between them, they speak Russian, Ukrainian, Turkish, English, German, French, Italian and Mandarin.

They are seen here sitting around the statue of Lesya Ukrainka (1871 - 1913), a pioneer Ukrainian language poet, author, dramatist and translator (her works included translating Byron & Das Kapital into Ukrainian). At the time of her writing, Ukrainian was

a banned language in the Russian Empire. The statue is located outside her rented rooms in Yalta, where she went to try to cure her tuberculosis.

Iris Barry is seen sitting third from right.

The UNWTO Silk Road Project

The 6th UNWTO International Meeting on the Silk Road Tourism Project was organised 1-3 August 2013 in China/Dunhuang in the Gansu Province, in the far North Western part of China.

Now 31 countries have committed to participate in this Project and 26 countries had sent delegates to attend this meeting in Dunhuang.

The importance of this Silk Road Project was shown by the delegates present, who mostly came from the highest ranks, from the public as well as the private sector.

In many presentations from a total of 25 speakers the following interesting statements were made on issues like visa, tourism and border regulations and policies:

- create an integrated approach on Silk Road Tourism along the Silk Road to remove policy barriers;
- create free skies and open borders
- make visa applications easier and less time consuming
- professional training of people in all sectors of the tourism industry is required
- create modern networks and use modern media; three important applications were named as SOLOMO= Social Media; Localised Tourism; Mobile Phone.

Regarding professional training, quite a few speakers referred to and underlined the necessity and importance to have their tourist guides



Wilja Siebe with the Secretary-General of UNWTO, Taleb Rifai

qualified and well trained to become professionals in their jobs. As this meeting was attended by WFTGA Vice President and Head of Training Wilja Siebe, you will understand that this was like 'nice music' to the ear!!

This is a long-lasting project and we will keep you updated.

Wilja Siebe
WFTGA Head of Training

News from Australia and New Zealand

Ellen Bradley, WFTGA Area Representative for Oceania – Australia, New Zealand and Pacific Islands, has been very active in spreading the word of the WFTGA.

Following her successful June trip to New Zealand, where she represented and promoted the WFTGA at the 10th Anniversary / Annual Conference of ProGuides New Zealand that took place in Auckland 7-9 June 2013 (the New Zealand tourist guide association filed, right after the conference, an application for membership with

WFTGA and is now a Member of the World Federation), one of Ellen's next targets was Melbourne!

Last July, Ellen Bradley participated as a WFTGA Area Representative in the Tourism and Events Excellence (TEE) Conference that was held in Melbourne 21-23 July 2013. This conference is one of most prestigious annual Australian tourism events.

The WFTGA Area Representative accepted the invitation to participate in the Poster Display that was organised during the Conference and shared the GOA Poster Display

space. Guiding Organisations Australia (GOA), a WFTGA Member, was represented by the Treasurer, Anne Bottomley.

A banner and information sheet about the WFTGA were produced for the display and created a significant amount of interest. Enjoy in the photo the excellent WFTGA information sheet Ellen produced for the Melbourne TEE Poster Display (see back cover).

Maria Aristidou, WFTGA Area Representative Coordinator



The World Federation of Tourist Guide Associations (WFTGA) was established in 1987 and now represents approximately 150,000 Tourist Guides in 80 countries.

AIMS

- 1 To establish contacts with tourist guide associations throughout the world and reinforce professional ties.
- 2 To represent professional tourist guides internationally and to promote and protect their interest.
- 3 To enhance the image of the profession.
- 4 To promote a universal code of ethics and skills.
- 5 To raise, encourage and establish the highest standards of professionalism.
- 6 To develop international training, and improve the quality of guiding through education.
- 7 To facilitate the exchange of information between members.

In 2003 WFTGA adopted the EN 13809* definition of a Tourist Guide:

"A Tourist Guide is a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area, which person normally possesses an area-specific qualification usually issued and/or recognised by the appropriate authority".

**WFTGA is an Affiliate Member of UNWTO
and an
Official Partner of UNESCO**



* EN = European Norm – Committee for Standardisation, includes EU and other European countries. Now accepted as International (ISO) standard.

WFTGA Code of Tourist Guiding Practice

- ❖ To provide a professional service to visitors, professional in care and commitment, and professional in providing an objective understanding of the place visited, free from prejudice or propaganda



- ❖ To ensure that as far as possible what is presented as fact is true, and that a clear distinction is made between this truth and stories, legends, traditions, or opinions.



- ❖ To act fairly and reasonably in all dealings with all those who engage the services of guides and with colleagues working in all aspects of tourism.



- ❖ To protect the reputation of tourism in our country by making every endeavour to ensure that guided groups treat with respect the environment, wildlife, sights and monuments, and also local customs and sensitivities.



- ❖ As representatives of the host country, to welcome visitors and act in such a way as to bring credit to the country visited and promote it as a tourist destination.

